Metro Markets '95

BOSTON

MARKET OVERVIEW

- Party Zone promotions in Boston will take place at medium-sized bars/clubs that are concentrated in the downtown Boston area and the near-city suburbs of Allston and Brighton.
- Most of the bars/clubs are clustered around attractions such as Faneuil Hall, the Fleet Center, and Copley Square. Because of the close proximity of the bars, people tend to visit many bars in one night.
- All three types of promotions will take place in Boston: Happy Hour, Blitz and full Party Zone.
- There will be two teams in the Boston market, with an average of three promotions running per night.

PACK SALES

- State law does not allow for the sale of tobacco products by anyone other than the bearer of a tobacco sales permit and only owners of establishments within Massachusetts can obtain a permit.
- GMR will not sell product in Boston. Product will be sold by the venue. In most cases, GMR will hire an off-duty club employee to perform this function from the Party Zone table.

back bar permit

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November 15, 1995

GMR MARKETING

Source: https://www.industrydocuments.ucsf.edu/docs/rldy0004

Metro Markets '95

BOSTON

PACK SALES (cont.)

- Participating venues will purchase the product and GMR will supplement the buy-down from the wholesale price. All venues have an over-the-counter permit (different from the vending permit) however, many have agreed to only do over-the-counter during promotional hours. They plan to return to vending when we are not there. We are working on this and hope to convince them that over-the-counter is not as difficult as they believe.
- The venue, in conjunction with the GMR on-site manager, will provide accounting for each night's sales – this will be used to reimburse them for the buy-down.

VIP CARD DISCOUNTS

HMV Records	15% off on all non-sale items
Soap-A-Rama	Purchase the 10 visits package on tanning and get one free or 5 weeks for $45.00 unlimited. 15% off drycleaning
Boston Paintball	100 rounds of paint free with game session
Dad's Bean Town	10% off apparel
NYC Juke Box	$2.00 off cover charge
EZ Rider Snowboard Supply	5% off any purchase

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